

The following diagram shows a representative site structure using the ECF catalog management functions which provide both for multiple languages, catalog security and complete view of content in multi-level structure.

ECF Backend Interface – Store Operation & Administration

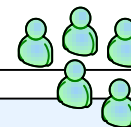
Catalog, Content & Product Management Functions

Manage multi-level categories of content and combine them with product and sku information. Content is dynamically stored in the ECF database and rendered on the front end using templates.

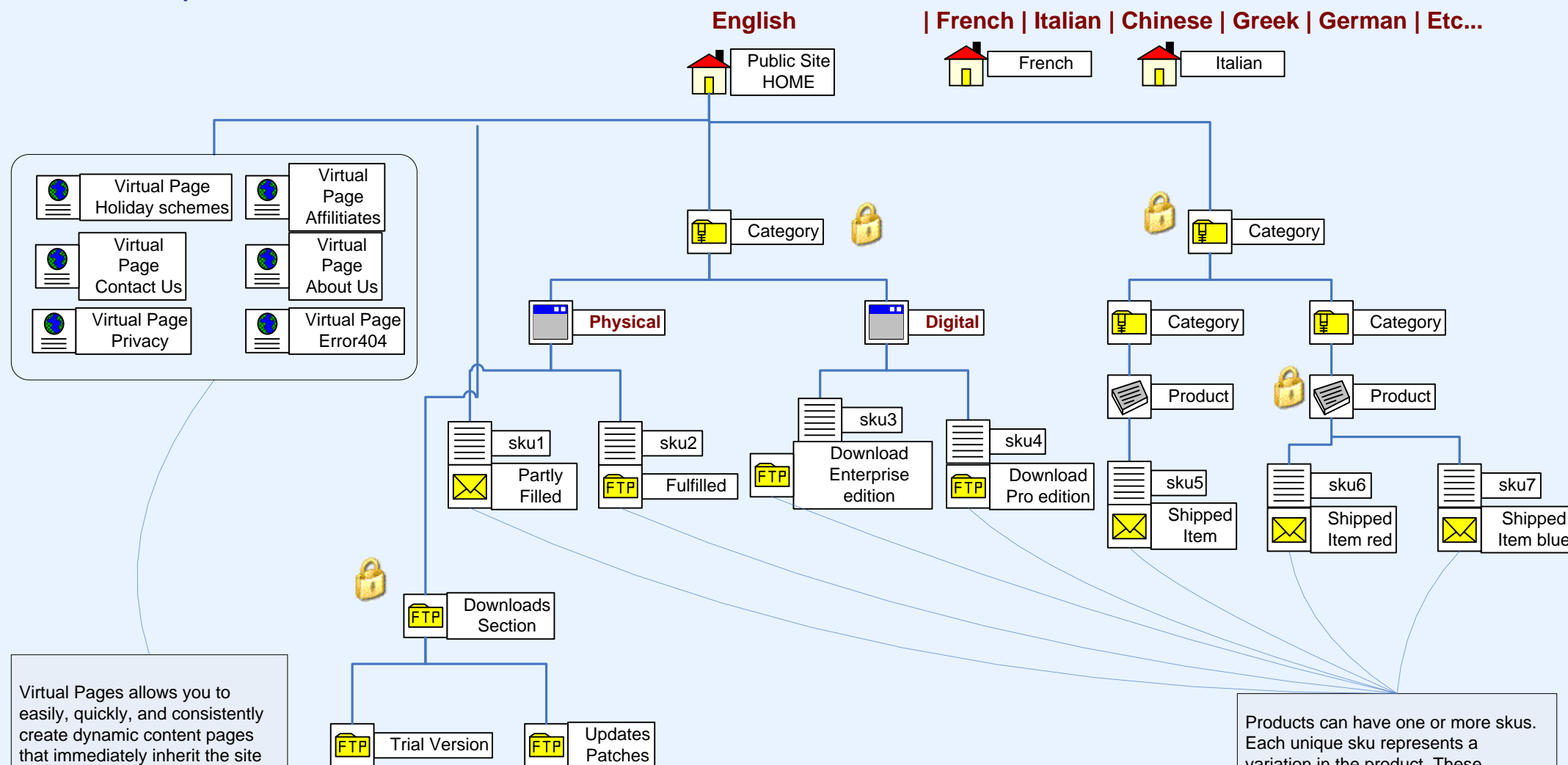
The entire visual display of the site content, products, and other information through a master theme which includes templates, attributes, and other information to allow you to structure different views and info for different types of display needs.

The ECF backend (Commerce Manager) provides merchants, store operators, developers, and IT personnel the ability to manage the processes, view information and data, measure progress and of course deal with catalogs, products, SKUs, and content related to the experience of the customer.

Consumers/End Users



Mediachase ECF 4.0 Example Site Structure



Virtual Pages allows you to easily, quickly, and consistently create dynamic content pages that immediately inherit the site design structure and navigation. This powerful feature is explained in the ECF user's guide.

Products can have one or more skus. Each unique sku represents a variation in the product. These products can vary from color, edition types, soft versus hard copy version etc.

ECF Front End Interface

The ECF front end is a state of the art .NET based solution that can be customized and tuned to any design or experience that is required. Key technologies such as master pages and a strong architecture provide for multiple languages, multiple product templates and more.

ECF-Customer Browsing/Shopping Experience

Customers access any type of shopping experience and design through powerful master pages templates, custom designs, or any other type of interface you wish to use.

ECF Login & Registration Process

Leverage streamlined registration and customer login process provides easy transition for checkout and customer self-service capabilities.

ECF Checkout Process - SECURE

Powerful shopping cart interface and business logic collects and processes customer items and leads to a comprehensive checkout process.

ECF Order Completion & Notification

Orders created in the ECF system automatically notify customers via e-mail upon completion of payment process.

ECF Fulfillment Processing

Order transactions are tracked and can be sent to multiple fulfillment warehouses via customized interfaces developed through the ECF services architecture

ECF Customer Self Service

Customers can log in to change account information, billing information, review existing orders and perform other services on their own account securely.